

WORK SESSION OF THE GREENBELT CITY COUNCIL held Monday, December 15, 2014, for the purpose of reviewing the Theater Operations Proposals.

Mayor Jordan started the meeting at 8:02 p.m. The meeting was held in the Council Room of the Municipal Building.

PRESENT WERE: Councilmembers Judith F. Davis, Konrad E. Herling, Leta M. Mach, Silke I. Pope, Edward V.J. Putens, Rodney M. Roberts, and Mayor Emmett V. Jordan.

STAFF PRESENT WERE: Michael P. McLaughlin, City Manager, and Cindy Murray, City Clerk.

ALSO PRESENT WERE: Dennis Fincham, Greenbelt Cinema; Paul Sanchez, Bob Haupt and Mia Helmick, P & G Theatres, Inc.; Caitlin McGrath, Susan Gervasi, Barbara Small, Oliver Gaycken, Frank Gervasi, Gwen Vaccaro, and JoEllen Sarff, Friends of Greenbelt Theater; Maria Silvia Miller, Barbara Simon, Nora Simon, Peter May, Michael Hartman, Bernard Velley, Laura Kressler, Alice Mitchell, Robin Sardano, Sara Johnson, C.C. Lackaye, Hilary Howes, Matt Holland, Jasmine Vinh, Danny Tran, Deborah Hartwick, Ann Dunn, Susan Harris, Mike Marin, Betsy Delaney, James Parker, Robert Feiertag, Ray Stevens, Ed James, Barbara Stevens, Erica Ginsberg, Ginny Jones, Ryan McClelland, Melvin Black, Susan Stewart, Errol Mazursky, Bill Orleans, John Abell, Mara Hemminger, Daniel Gray, John Mason, Martha Tomacek, Dorian Winterfield, Amethyst Dwyer, Shirley Middleton, Randy Ontiveros, Tim Cohen Mitchell, and others.

Mayor Jordan explained that the purpose of the work session was to receive a presentation and gather information from the three respondents to the City's Request for Proposals (RFP) for operation of the Greenbelt Theater.

Greenbelt Cinema

Dennis Fincham presented the proposal submitted by Greenbelt Cinema.

P & G Theaters

Paul Sanchez and Barbara Simon presented the proposal submitted by P & G Theaters.

Friends of Greenbelt Theater

Caitlin McGrath presented the proposal submitted by Friends of Greenbelt Theater (FOGT).

After discussion, Mayor Jordan and Council requested the respondents provide the following information to the City by January 1, 2015:

- 1. Outreach plans to all parts of the community.*
- 2. Demographics of programming.*
- 3. Staffing such as number of employees, titles, salaries and projected number of hours per position.*
- 4. Implementation plan to have the Theater operational by the end of February.*
- 5. Information on governance such as by-laws/operating policy or rules. For non-profit proposal, the role of the Board.*

Council requested a Public Hearing on Greenbelt Theater Operations be scheduled the first week in January and then have the award of the RFP included on the agenda of its January 26th meeting.

Council then opened the floor to audience members.

Maria Silvia Miller, 19-G Ridge Road, said a non-profit business should have funding for one year, preferably three years, before they take over a business that has an annual operating budget.

Betsy Delaney, former General Manager of Greenbelt Arts Center (GAC), commented that the GAC had limited funding when it began its operations.

Michael Hartman, 2-R Gardenway, commented on the City's cooperative history. He said a non-profit operation of the Theater would have good support from the community.

Hilary Howes, 34-J Ridge Road, commented on the for-profit vs. non-profit operational proposals. She noted that the two for-profit proposals don't reflect much profit.

Mara Hemminger, 33-N Ridge Road, asked several questions about obtaining first run movies for the Theater. Mr. Sanchez and Mr. Fincham explained the process.

Jasmine Vinh, University of Maryland Alumni, suggested reaching out to youth and college students by offering incentives and/or discounts, similar to what's offered at the Calverton Theaters.

Susan Stewart, 2-P Plateau, encouraged the respondents to consider the needs of the community, such as family programming options.

Ray Stevens, 46 Ridge Road, commented on art films he hoped would be shown at the Theater.

Erica Ginsburg, 8-M Southway, asked several questions about the P & G proposal. Mr. Sanchez provided answers.

Bernard Kelly, 111 Julian Court, suggested analyzing credit card usage information (by zip code) is a good way of estimating the demographics of theater patrons.

Gwen Vaccaro, 8-D Hillside Road, questioned the hours of Theater employees and their pay rates.

Mayor Jordan encouraged residents to pass any further questions or information on to City staff or councilmembers.

Council Reports

Ms. Davis reported on the "Sharing the Road: Options for Transportation Alternatives" workshop she attended at the National League of Cities Conference.

The meeting ended at 10:50 p.m.

Respectfully submitted,

*Cindy Murray
City Clerk*